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AS FIFTY-NINE NATIONS LOOK AT DAIRY FOODS

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"In considering the milk and dairy production throughout the world one is at once struck by its enormous importance and by its colossal scope. This is but natural since a large percentage of our food is made up of milk and its derivatives. In consequence, production and handling of these commodities has resulted in a world-wide business, probably larger than any other. Thus I find in a recent publication that present world production of milk is tentatively put down at a figure not far from 150 million metric tons per annum. And yet before the war this figure was considerably higher still."

These were among the words with which the Crown Prince Gustaf Adolf of Sweden greeted delegates from 59 nations to the 12th International Dairy Congress held in Stockholm, August 15-19, 1949.

His Royal Highness, speaking in faultless English, continued, "I think you will all agree with me that an early returning in this respect to at least pre-war figures would be highly desirable. For no doubt the set back in dairy production caused by the war must to no mean extent be made responsible for the undernourishment, more especially of young children, which of latter years has caused so much suffering and distress. Moreover dairy produce as a source of nourishment is of such predominant importance, that material improvement in the general standard of living cannot be expected without a gradual increase in the output of milk."

The Congress

The International Dairy Congresses are held under the auspices of the International Dairy Federation. This, the 12th Congress, was organized and supported by the Swedish Government, and individuals and dairy organizations of Sweden.

The procedure for the Congress in itself indicates the world-wide concern for adequate and quality dairy foods. Three hundred papers from 40 countries had been prepared. A reporter, appointed months previously, read his report of all the papers on his topic. Authors then had opportunity to supplement this report, followed by open discussion.

The difficulties of language were eased by using three official languages, English, French, and German. The reporter spoke in one of these. A summary then was given in the other two languages. Each of the 2,200 delegates had at hand a copy of the reports printed in the official language he preferred, or in Scandinavian. Thus exchange of often highly technical information was made possible between people assembled from around the world.

Of Concern To All Nations

The scope of the subjects in the six main sections suggests the common problems and the progress in dairy science in many countries. The subjects, determined by the International Federation, a permanent organization, were: 1. milk production, hygiene, and control; 2. physics, chemistry, and microbiology; 3. dairy industrial technique; 4. economics and trade (including food values and means of increasing consumption); 5. organization of the dairy industry; 6. tropical dairying.

From the United States, 54 scientists contributed 35 papers. Of the 38 who attended the Congress from this country, 11 were official delegates and three observers appointed by the Secretary of State and the Secretary of Agriculture.

The need for cooperation of government, education, science, and industry in increasing consumption of dairy foods in accordance with the recommendations of science was apparent in reports from the different countries. Research findings and particularly those of nutrition research, were stressed as the incentive to increase consumption of dairy foods for a higher standard of living and a better-nourished people.

Dr. Reed

It was quite evident, as one met and talked with representatives of other nations and visited other lands, that the United States is fortunate in its market-milk supply. I do not mean by this statement that there is not opportunity for further improvement in our milk supply. Much attention was given by representatives of all countries to the subject of sanitation, production, and processing for improving the quality of milk and achieving full utilization of all parts of milk.

A great value of the Congress was the personal contact between representatives of many nations. It should help increase international understanding, respect, and cooperation.

Glances AT NUTRITION RESEARCH

The limitations as well as the effectiveness of dietary control of disease must be recognized. Among the current reports briefly reviewed here is an example of an abnormal condition apparently unrelated to diet and another which apparently is so related.

Diet and Blood Cholesterol — Blood cholesterol levels were determined on eighty-three individuals with and without family histories of high blood cholesterol. All were members of a kindred group in which four generations were available for study. The self selected diets of these persons were carefully measured and recorded and the nutritive content calculated from accepted food tables. The level of total blood cholesterol was found to be unrelated to the amounts of carbohydrate, of fat, of protein, or of cholesterol in the diet when calculated either as total amounts of each or as total calories supplied by each. The tendency to high blood cholesterol is transmissible in families. If both parents have the condition, the children are liable to early fatty degeneration of the arterial walls.

—J. Am. Diet. Assn. 25:842 (October) 1949.

Enrichment of White Rice—A large scale trial of the feeding of enriched rice is being carried on in the Philippines. In so far as "acceptability" with reference to color, taste, odor, palatability, and digestibility is concerned, the results have been completely satisfactory. Limited observations at this time point to beneficial effects on neuritis among members of the Armed Forces who have received the enriched rice.

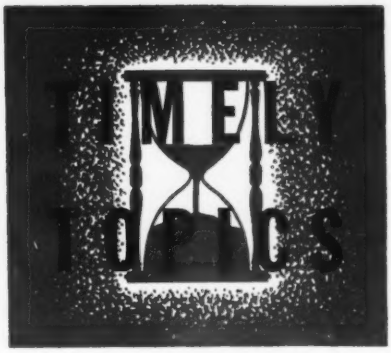
—J. Nutrition 38:443 (August) 1949.

Utilization of Ascorbic Acid—The utilization of the ascorbic acid from grapefruit was compared with that of pure crystalline ascorbic acid. Twelve young men and women were used as subjects in the study and utilization was expressed in terms of the amount eaten which was not excreted in the urine. The results indicated that the vitamin C was approximately equally well utilized from the two sources.

—J. Am. Diet. Assn. 25:845 (October) 1949.

Iron Metabolism of Young Women—Five young women were maintained on controlled diets containing 7 mg. and 10.4 mg. of iron respectively for two five-week periods. No margin for small losses existed on the 7 mg. level but retentions were more than adequate when 10.4 mg. of iron were supplied in the daily diet. The extra iron at the higher level came from beef. Retentions were calculated by subtracting the iron content of urine and stools from the iron of the foods. The average daily retentions of the five subjects on 7 mg. of iron per day were 0.26, 0.43, 0.61, 0.64, and 1.33 mg. and on 10.4 mg. level were 1.77, 1.79, 1.80, 2.37, and 2.53 mg. Menses iron losses were also determined. The amount needed per day to replace these losses were 0.62, 0.52, 0.58, and 0.50 mg. of iron for the first four subjects.

—J. Nutrition 38:479 (August) 1949.



The author of this issue's lead article was chairman of the United States delegation to the 12th International Dairy Congress. He presented a paper, served as vice-chairman of one of the six sections of the Congress, and as a general reporter in that section. Dr. Reed also was an official delegate to the Congresses in London, 1928; in Denmark, 1931; and in Berlin, 1937. His vital contribution to the dairy industry began in 1910 and was highlighted in 1928 when he advanced to his present position.

The Midcentury White House Conference will consider how to develop in children the mental, emotional, and spiritual qualities essential to individual happiness and to responsible citizenship. Nation-wide forces are working to make this conference, the week of December 3, 1950, notable. It is the fifth of such conferences called every ten years by the President.

Katharine F. Lenroot, Chief, Children's Bureau, and also U. S. Representative on the Executive Board of the United Nations International Children's Emergency Fund, reports that UNICEF now helps to supply milk for children and pregnant mothers in 16 countries in Europe and the Middle East, bridging some of the war-made gaps until countries become self sustaining. Medical supplies, clothing, and food are part of the total program.

HELPING PEOPLE TO HELP THEMSELVES

By Mame Dentler, Nutritionist, Montgomery Ward Clinic
Northwestern University Medical School

How to get people to *want* to change their food habits? This is the crux of the task for the nutritionist in the food clinic, whether the need is a normal or a special therapeutic diet. Patience plus knowledge of human nature plus ability to give sympathetic understanding without becoming emotional—these characteristics the nutritionist must have, along with technical knowledge. Various devices help set the stage and tempo for each patient.

Knowing the background. Advance study of the patient's medical and social history usually reveals much to help guide the interview and avoid tiring questions. The patient is impressed, too, as he discovers that effort has been made to learn of his problems.

Creating an "easy" atmosphere. The introduction that is frank, yet friendly, helps an individual begin to feel at ease. It is natural to want to know the nutritionist's name and hear a simple explanation of her role in his clinic care. Keen observation aids at this point. The tone of the patient's voice, how relaxed he seems, or how rigidly he sits, may be signs of cooperativeness, or of worry or resistance to be met.

"What did the doctor tell you about why you need a diet?" Such inquiry is apt to get interest and give cues to follow. The patient may have been well informed as to the part food plays in his treatment or he may want simple explanation. It must not trespass upon medical territory, nor be given in stilted, scientific phrases.

Adapting familiar comparisons. The role of food to health often is grasped best by a homely comparison. For instance, for a woman who sews or knits, or a man who is a machinist, discussion of the need for a good pattern to insure a good product carries over easily to use of a pattern for healthful meals. Tying up a corrective diet with foods the whole family needs to keep well aids in overcoming resistance.

Using take-home leaflets. Simple leaflets that give normal daily food needs help the patient check on his present food habits. In going through the leaflet with him before he takes it home, he himself may see where he has fallen short, or he can be asked "How do you think you check up with this guide?" When he analyzes his problem in some such way, he is more willing to accept advice and act on it than if just told, for example, "You should use more milk and more vegetables."

Building on praise. Finding something to praise makes later criticism and suggestion less harsh. "I'm glad to find you eat oranges as often as you do" leads easily to "Could you use them more often?" Here, simple charts using colored pictures of the food being stressed and bar graphs, show the *why* clearly and with few words.

Knowing when to stop. Anyone can be frustrated by too much detail, especially at the start. If the patient seems tired or worried, the interview should include only one or two suggestions with plans for another visit.

Planning together. At whatever time the details are discussed, the patient usually responds well to such statements as "Let's work out your diet together" or "Could you use more than one cup of milk each day?" He feels he is taken into the planning and he is led to make some decisions. Mere lists of allowed foods or foods to avoid do not give him a part in the plan nor insure an adequate diet. It is wise to consider food customs. For the southerner, for example, grits and salt pork *can* be planned in the diabetic diet. Adjusting plans to pocketbook is a precaution. Simple recipes and food advertisements aid.

"When You Return"

A suggestion such as "When you return, if you have lost weight too fast, the diet may be changed to give you more to eat," encourages the weight reduction patient to stick to the diet. Just so, return plans encourage each patient and make him realize the nutritionist's interest in his progress. He may be asked to come alone or to meet with a group, but definite return plan helps give him incentive. It gives a chance, too, for guidance into independently improved choice of food.

EXPLORING RADIO POSSIBILITIES

By Betty Ross, Assistant Director, Public Affairs and Education
National Broadcasting Company, Chicago

Ed. Note: Many of us at some time are asked to go on the air; most of us often wish we might make use of radio's power in our programs. Miss Ross gives us encouragement and some suggestions to guide our thinking.

There is a place for public health and nutrition information in radio programs.

Those in radio who direct public affairs and educational programs recognize need for cooperation with authoritative groups in sharing each other's problems. If what you have to offer is timely and provocative, you will find radio welcomes your story. These are general suggestions to help you take advantage of radio's possibilities.

Objectives. Representing an organization, you are asking to enter people's homes; you will want to make a good appearance. There is much competition. Ask yourself: Why do I want to go on the air? What have I to offer? Is my subject one to meet a wide audience? Is my material authentic? Can the program use local color and personalities to heighten local interest?

Planning. Radio is a distinct medium and needs special knowledge. If you are not acquainted with techniques of radio writing, it would be better to outline your program and let an expert write the script or assist with it. Such tools as human interest stories, creation of a mood, simple sentences, and localization are important.

Form of presentation. How will you present your material? You have your facts—where is the sparkle?

A speech is a quick and direct way to get a message across, but the speaker's voice must be communicable, authoritative, warm, and sincere.

Interview programs often stimulate more interest. Try to obtain an expert in radio to do the interviewing. He knows radio and makes the interviewee forget about radio's exactness, such

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DID YOU KNOW

—that milk is the favorite beverage of Americans—about two and a half times as popular as the next favorite beverage?

—that the safest age in a person's life is 11 years, according to insurance company statisticians?

—that the Scythians, Greeks, and Romans believed the soot of burned butter was unusually good for sore eyes?

—that in North China cereals are eaten as mixtures instead of single grains, therefore having superior biological value?

—that refreshing sherberts now can be made from cheese whey?

—that dried apple strips have been developed which are designed to be munched like potato chips?

—that almost half of the ice cream sold in 1948 was vanilla?

—that the 1948 Olympic athletes ate large amounts of milk, meat, and eggs and averaged twice the National Research Council's daily allowance for protein?

THINGS YOU'LL LIKE TO READ

Food Products—4th Edition. Henry C. Sherman, Ph.D. The Macmillan Company, New York, New York. 1948. $4.80.

This is a revision of a favorite reference in a broad, general study of foods and food products. It stresses economic aspects and nutritional characteristics. Considered are the several types of foods, their production, processing, marketing, composition, nutritive value, place in the diet, along with general principles of food control and management and best use of food.

A Manual for Teaching Dietetics to Student Nurses—American Dietetic Association. W. B. Saunders Company, Philadelphia, Pennsylvania. 1949. $4.25.

This efficient teaching guide represents the contributions of a joint committee of the American Dietetic Association and the National League of Nursing Education. Sections include: objectives and evaluation, nutrition, laboratory, diet therapy, general purposes.

Nutrition and Physical Fitness—5th Edition. L. Jean Bogert, Ph.D. W. B. Saunders Company, Philadelphia, Pennsylvania. 1949. $4.25.

This revision has been extended to incorporate the newer scientific knowledge, especially of the proteins and vitamins. A chapter on "Milk and Milk Products" is new. New also is the addition of questions, problems, and lists of suggested readings at the end of each chapter.

Rose's Laboratory Handbook for Dietetics—5th Edition. Clara Mae Taylor, Ph.D., and Grace MacLeod, Ph.D. The Macmillan Company, New York, New York. 1949. $5.00.

All interested in the quantitative study of food materials will want this revised book. It now is divided into four parts for greater convenience: food values and requirements, problems, reference tables, and tables of food composition. Some material has been reorganized and much new material is included.

EXPLORING RADIO POSSIBILITIES

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as keeping the program "on time." The show becomes more relaxed and easy-flowing.

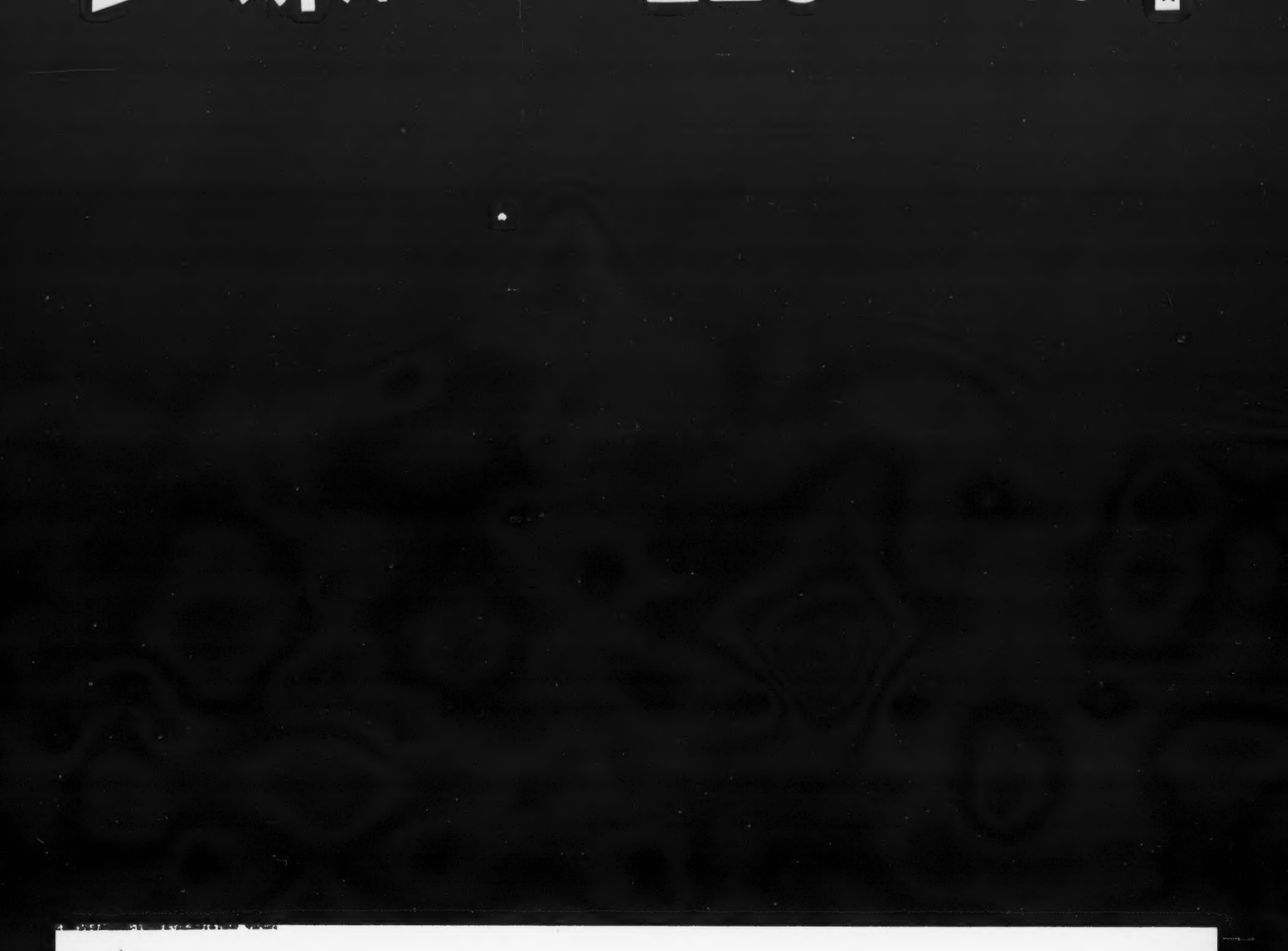
In the round table discussion program you need good conversationalists who think constructively. Adlibbing in discussion is apt to have more appeal than "read" script, though less exact. Most discussion programs accomplish more with a professional moderator.

Dramatized programs require good dramatic situations, real talent, proper funds for a good show. By nature, drama has more listening appeal than straight talk.

The documentary program is gaining headway in presenting social and economic problems. It sets forth facts, climaxed usually by a proposed solution. It is more authentic than drama; more startling than speech. Firsthand observations such as case histories are included.

Cooperation from stations. It is the radio programmer's job to catch and hold the attention of the dial-twister. Obviously you will get much help from broadcasters. They may cooperate in offering sustaining time. They may use spot announcements to publicize your program. They may assist with the script and provide station staff members as consultants. Their studios and facilities are available to you. Most of all, they have a listening audience eager for new ideas and information.

Using pre-built programs. Take advantage of programs already in existence; they have ready-made audience, ready-made time. They can lend support and prestige to your presentation.

An Overall View

Because radio depends on the art of sound for its expressions, it is a medium of great potentiality, stimulating the imagination and having emotional impact. You are talking personally and intimately to people in their homes. Don't approach them as a "vast audience." You must offer something worthwhile to the listener, not merely fill your own need. If you can stimulate him to think and to act, you will serve well yourself, your community, and the radio industry.